DANIEL BRAHA

A SELECTED CURRICULUM VITAE

www.sosmedia.com
UI/UX Designer, Design Professor
303 351 1767 daniel@sosmedia.com

EDUCATION

1997 – 2002

Arizona State University
College of Architecture & Design
Bachelor of Science in Graphic Design

EXPERIENCE

2017 – CURRENT

University of Colorado

DESIGN PROFESSOR

In the masters program for Strategic Communication Design, I have designed, written and teach the branding curriculum. I also teach a design course in the ATLAS program that I created called *Design for Change*, in which students learn to communicate key ideas by utilizing various methods of visual communication in both print and interactive media.

2016 – CURRENT

SOS Media

FREELANCE DESIGNER

I own and run a branding and design agency where I craft strategic, results-driven business solutions and joyful user experiences. I do the client communications, concepting, all graphic design including UI/UX, print design, branding, marketing and brand strategy. For higher-end video, SEO, and complex web development, I partner with contractors, manage those relationships, providing creative direction and ensure high quality and timely project delivery.

2014 – 2016

Good Apples

PARTNER, ART DIRECTOR

I co-founded Good Apples to deliver heart-felt, honest branding and creative consulting to small companies that were creating good things. I specialized in client communications, delivering all presentations, UI/UX research and solutions, print and book design, branding, and business consulting.

2005 – 2009

BrandWithin

GRAPHIC DESIGNER, PROJECT MANAGER

I concepted and created adult-educational programs. We created audio, video, and workbook programs around the expertise of notable thought-leaders such as Robert Kiyosaki's *Rich Dad* enterprise. I did everything from concepting and ideation, project management, client communication, and design for print and web.

SKILLS

Visual Communication
Branding & Identity
Art Direction
UI/UX
Print & Web Design
Client Management

PROFILE

I enjoy connecting with people and sharing the power of visual communication. When my clients are able to successfully build their business with tools I provide, be it branding, print, web design, or UI/UX strategy, I am inspired by the impact of my profession as a designer and creative consultant.

My work has been featured by Adobe, Patagonia, Print Magazine, and Communication Arts. I am an annual featured speaker at the Adobe MAX Conference, with presentations on typography, and *Design on the Road*. Adobe sent me to Iguazú Falls, Argentina, to capture photographs to demonstrate Photoshop's 360˚ photo-stitching features.

I've worked as a designer while traveling the globe for over three years. Notable projects include:

— South Korea: design the branding, signage and text book for an English language school.
— Peru: designed an identity system for the largest chiropractic practice in South America.
— Spain: created branding and media for a retreat company that was so impactful that I became a part-owner of the company and created retreats across Spain and Thailand for over a year.

In Colorado, I co-founded the design agency Good Apples, which has created branding and design work for many notable companies including: Threadless, Lucky's Market, The Bitter Bar, and Sticker Giant.